

DETERMINANTS OF E-LEARNING ACCEPTANCE AMONG INTEL'S EMPLOYEES

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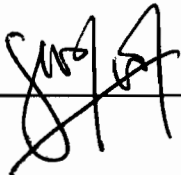
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Abstract

This study examines factors that influence e-learning acceptance among Intel's users. The study was a cross sectional study where respondents' perception was measured at one point in time. 97 respondents participated in this study. In this study, three factors were tested to understand the level of acceptance among e-learning users.

Correlation analyses were conducted to test the relationship between individual factors, system factors and organizational factors and e-learning acceptance, whereas descriptive analysis was conducted to analyze demographic characteristics of participants. To test which factor has the significant contribution towards e-learning acceptance, regression analysis was conducted.

The results show that there was an association between all the three factors (individual, system and organizational) and e-learning acceptance. The findings indicated that all these three factors are important that can influence users' acceptance towards e-learning system. Though all the three factors indicate significant positive relationship with e-learning acceptance, system factor made the strongest contribution to the e-learning acceptance.

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Table of Contents

Permission to Use	i
Disclaimer	ii
Abstract	iii
Acknowledgement	iv
Table of Contents	v
List of Table	vii
List of Figure	viii

CHAPTER 1

INTRODUCTION

1.0	Background of the Study	1
1.1	Problem Statement	1
1.2	Research Questions	3
1.3	Research Objectives	4
1.4	Significance of the Study	4
1.5	Organization of Chapters	5

CHAPTER 2

LITERATURE REVIEW

2.0	Introduction	6
2.1	Definitions and Purpose of E-learning	6
2.2	Potential Benefits and Limitation of E-learning	8
2.3	Empirical studies on E-learning Acceptance	11
2.3.1	Individual factors and E-learning Acceptance	11
2.3.2	System Factors and E-learning Acceptance	14
2.3.3	Organizational Factors and E-learning Acceptance	17
2.4	Conclusion	18

CHAPTER 3

METHOD

3.0	Introduction	19
3.1	Research Framework	19
3.2	Research Design	20
3.3	Operational Definitions and Measurement	21
3.4	Data Collection	23
3.4.1	Background of Organization	23
3.4.2	Intel's E-learning System	23
3.4.3	Population and Sampling	23
3.4.4	Survey Materials	24
3.4.5	Data Collection Procedure	24
3.5	Technique of Data Analysis	24
3.6	Conclusion	25

CHAPTER 4

RESULTS

4.0	Introduction	26
4.1	Demographic Characteristics of the Participants	26
4.2	Correlation Analysis	30
4.2.1	Individual Factors and E-learning Acceptance	32
4.2.2	System factors and E-learning Acceptance	32
4.2.3	Organizational factors and E-learning Acceptance	32
4.3	Regression Analysis	32
4.4	Conclusion	33

CHAPTER 5

DISCUSSION, CONCLUSSION AND RECOMMENDATIONS

5.0	Introduction	34
5.1	Individual Factors and E-learning acceptance	34
5.2	System Factors and E-learning Acceptance	35
5.3	Organizational Factors and E-learning Acceptance	35
5.4	Factor with the Strongest Relationship with E-learning Acceptance	35
5.5	Study Limitation	36
5.6	Recommendation for Future Research	37
5.7	Conclusion	37

REFERENCE

APPENDICES

List of Tables

Table 3.1	Operational definition and measurements	21
Table 4.1	Demographic characteristics of the participants	27
Table 4.2	Descriptive statistics, scale reliabilities and correlation of variables	31
Table 4.3	Regression analysis	33

List of Figures

Figure 2.1	DeLone and McLean's information system success model	16
Figure 3.1	Research framework for user acceptance towards e-learning	20

CHAPTER 1

INTRODUCTION

1.0 Background of the Study

E-learning is the unifying term to describe the fields of online learning, web-based training, and technology-delivered instruction. E-learning is beneficial to education, corporations and to all types of learners. It is affordable, saves time, and produces measurable results. E-learning is more cost effective than traditional learning because less time and money is spent. Since e-learning can be done in any geographic location and there are no travel expenses, this type of learning is much less costly than doing learning at a traditional institute.

Flexibility is a major benefit of e-learning. E-learning has the advantage of taking class at anytime anywhere. Learners can fit e-learning into their busy schedule. Education is available when and where it is needed. E-learning also has measurable assessments which can be created for both the instructors and students such as what the students have learn, when they've completed courses, and how they have performed.

Now e-learning has evolved. There is a trend to move towards blended learning services, where computer-based activities are integrated with practical or classroom-based situations and learners can accommodates it in different types of learning styles. With widespread of internet technologies, it has created a great opportunity for e-learning users and has become flexible new method for learners to gain essential knowledge.

1.1 Problem Statement

At Intel, the Intel® Learning Network (ILN) was introduced as a technology leading enterprise Learning Management System (LMS) that brings a variety of training support products to Intel. It was initially developed and driven by Sales and Marketing group (SMG) at

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